

COMMUNICATIONS COMMITTEE MEETING MINUTES

Thursday, May 19, 2011

Attending:

Councilor Kristen Hornbrook
Councilor Jean Lawlis
Town Clerk, Denise Hodsdon

Sally Leete
Town Mgr. Susan Lessard
Councilor Shakespeare

1. Minutes from 4-21-2011 – The minutes from 4-21-2011 were reviewed – no changes or corrections were made.

2. Old Business

a. Review Local Program Development Plans...Status and Update – Due to the absence of Councilor Cushing, much of the discussion related to this item was postponed until the next meeting. Town Clerk Denise Hodsdon reported to the Committee that a new intern had come on Board to replace the one that we are losing to graduation from the New England School of Communication.

e. Newsletter Ideas - The Town Manager reported that she had budgeted to reduce the number of pages in the newsletter from 12 to 8 as a cost saving measure. There were no objections raised by Committee members. The Committee prioritized articles for the next edition as follows:

1. Budget
2. New Councilor Interview
3. Government on the Go
4. Citizen Comp Plan Meeting Schedule
5. Public Safety Article
6. Children's Day
7. PACE Program
8. Regular features such as Desk of the Manager, department updates

3. New Business

a. Recent resident ideas/Website Updates – No specific new ideas were put forward but Chairman Hornbrook reported that she had had positive feedback from residents about the bi-weekly Government on the Go.

4. Public Comments – Sally Leete from Main Road South stated that she believed that the revitalized Communications Committee was having a positive effect on the Town's communications efforts. It was also mentioned that it was hard for people viewing on television to see the name plates in front of Councilors. The Town Manager indicated that she would ask a staff member to make signs similar to the ones to be used for the Candidate Forum to put in front of Councilor seats so that people viewing can better see them.

5. Committee Member Comments –

Chairman Hornbrook - The next meeting will be held on June 16th at 6 p.m.

Councilor Shakespeare – Requested that the videographer doing the Council meetings also provide shots of the audience at meetings.

6. Adjourn – The meeting was adjourned at 5:50 p.m.

Respectfully submitted,



Susan Lessard
Town Manager